

VO: EACH YEAR, UP TO 3 POINT 5 MILLION LOST CATS END UP IN SHELTERS, ACCORDING TO THE NATIONAL COUNCIL ON PET POPULATION STUDY AND POLICY. KEEPING CATS SAFE IS A TOP PRIORITY FOR PET PARENTS, WHICH IS WHY ALL CATS, INCLUDING INDOOR CATS, SHOULD WEAR AN I.D. TAG WITH A TELEPHONE NUMBER WHERE YOU CAN BE REACHED SHOULD THEY WANDER FROM HOME.

FOR THE THIRD CONSECUTIVE YEAR AS PART OF THEIR “TAG A CAT, SAVE A LIFE” CAMPAIGN, CHURCH AND DWIGHT COMPANY, INCORPORATED, THE MAKER OF ARM & HAMMER™ PRODUCTS, IS OFFERING CAT OWNERS FREE PERSONALIZED I.D. TAGS VIA MAIL WITH THE PURCHASE OF ANY TWO ARM & HAMMER™ CAT LITTERS.

ALSO, IN CELEBRATION OF ADOPT-A-CAT MONTH IN JUNE, A DONATION OF ARM & HAMMER™ CAT LITTER WILL BE MADE TO PARTICIPATING SHELTERS FOR EVERY “LIKE” RECEIVED ON THE ARM & HAMMER™ FACEBOOK PAGE THROUGH JULY 15.

FOR MORE INFORMATION, VISIT PET TAG OFFER DOT COM AND FACEBOOK DOT COM SLASH ARM AND HAMMER. AGAIN, VISIT PET TAG OFFER DOT COM AND FACEBOOK DOT COM SLASH ARM AND HAMMER.